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**Registration Open for 2026 PA Route 6 Educational Workshop,  
Annual Meeting, & Do 6 Awards Program in Coudersport, PA**

**~Starry Skies & Stronger Communities~**

The PA Route 6 Alliance has announced that registration is now open for the 2026 PA Route 6 Educational Workshop, Annual Meeting, and “Do 6” Awards Program to be held September 9-11 in the Heritage Community of Coudersport, Pennsylvania. Individuals, communities, and organizations from across its 11-county PA Route 6 Heritage Corridor are invited to register for this unique educational and networking opportunity.

This year’s event features a dynamic lineup of speakers, including Heidi Schlag, founder of Heritage Tourism Studio; Silas Chamberlain of Firefly Outdoor Economics; Samantha Pearson, PA Downtown Center’s Healthy Communities Program Manager; Helena Kotala, Pennsylvania Environmental Council Central Region Program Manager; Jenny Trotten and Spencer Moss from Alchemy; Potter County Planner Will Hunt; PA Department of Conservation and Natural Resources (DCNR) Environmental Education Specialist Steve Werner; PA Department of Community and Economic Development (DCED); a community representative panel; and more!

The event kicks off on the evening of September 9th at world-renowned Cherry Springs State Park, touted by the Travel Channel as the best place on Earth for stargazing, where guests will be treated to a special Dark Sky Program by PA DCNR Environmental Education Specialist Steve Werner.

Educational programming continues during the days of September 10-11 at the stately Gunzburger Building along Route 6 in Coudersport where the workshops will cover a range of impactful topics including Turning Route 6 into a Connected Visitor Experience, Active Transportation and Economic Development, Using Digital Data for Planning Purposes, how successful projects got off the ground, bicycle tourism, and project funding.

Attendees are invited to take part in special activities as well. Local historian Dave Castano will lead the guests on a guided tour of historic Coudersport to local landmarks such as the Potter County Courthouse, Potter County Historical Society, and the Eliot Ness Museum. A visit to Coudersport’s Farmers Market where a PA Route 6 Alliance Maker’s Market in partnership with the PA Wilds will be showcasing regional artisans and producers as part of the program. Registrants who are interested may bring their bikes and join Pennsylvania Environmental Council for a group bike ride along the Coudersport Heritage Loop, part of the Route 6 Alliance’s Trans PA Cycle Tour.

On the evening of Thursday, September 10, attendees are invited to the Coudersport Golf Club for the Annual Meeting and “Do 6” Awards Ceremony. The program will feature updates on current initiatives, recognition of outstanding projects and accomplishments from across the region, and a keynote address by Heidi Schlag, Founder and Principal of Heritage Tourism Studio, who will offer a unique, experienced, and invigorating perspective on reframing PA Route 6 as not just a roadway, but as a shared

destination shaped by the planning decisions, partnerships, and priorities of the communities along it, illustrating how local choices around design, preservation, infrastructure, and storytelling influence how Route 6 is perceived and experienced. Schlag's work includes projects with organizations such as the C&O Canal Trust, the Greater Baltimore History Alliance, and the Mid-Atlantic Tourism Public Relations Alliance, where she has developed implementation-ready strategies that strengthen visitor engagement, support local economies, and extend the impact of heritage tourism across entire regions. She also serves on the board of the National Scenic Byways Association, contributing to national conversations on the role of byways in tourism and community development.

The evening will conclude with the "Do 6" Awards ceremony, honoring individuals, organizations, projects, and communities that exemplify the Alliance's mission to protect, preserve, and promote the scenic, cultural, historic, and recreational resources of PA Route 6. Immediately following the Annual Meeting and Awards Ceremony, attendees are invited to continue the conversation and build new connections at a Networking Reception hosted at Gary's Putter Golf.

"We're excited to bring this year's workshop and annual meeting to Coudersport, one of our PA Route 6 Heritage Communities along the corridor," said Candace Hillyard, Executive Director of the PA Route 6 Alliance. "This event is all about the power of planning in action bringing together leaders, innovators, and community champions to share ideas, celebrate successes, and ignite new momentum for revitalization along PA Route 6. This year's theme comes to life through an outstanding lineup of speakers who will explore how thoughtful planning, strategic partnerships, and creative vision can shape stronger, more vibrant communities. Attendees will leave energized with practical tools, fresh perspectives, and meaningful connections to turn ideas into impact in their own communities."

Register now for the 2026 PA Route 6 Educational Workshop, Annual Meeting, and "Do 6" Awards Program at <https://paroute6.com/do-6-awards/2026-educational-workshop-annual-meeting-do-6-awards/registration/> The cost to attend is \$85 and includes two days of Educational Workshops (with lunch provided both days), admission to the Annual Meeting and "Do 6" Awards Program (including a dinner), and access to the Networking Reception. Space is limited; early registration is encouraged.

Sponsorships are currently being accepted for this event as well. Sponsorship is a great opportunity to position your brand in front of some of Pennsylvania's top leaders and organizations while also supporting local communities and the 11-county PA Route 6 Heritage Corridor.

For more information on registration and sponsorship for this event, contact the PA Route 6 Alliance at [info@paroute6.com](mailto:info@paroute6.com) or call 814-435-7706.

*The PA Route 6 Alliance, a 501(c3) corporation, was established in 2003 to manage the PA Route 6 Heritage Corridor and to implement branding and marketing plans, community development programs and other planning efforts along the corridor. The Alliance includes representatives from all 11 counties, 9 convention and visitor bureaus, 4 heritage areas, local development districts, local business owners, Chambers of Commerce, and other interested parties along the corridor.*

*The PA Route 6 Heritage Communities program is a PA Route 6 Alliance, and PA Route 6 Heritage Corridor funded by the PA Heritage Area Program under the Pennsylvania Department of Conservation and Natural Resources.*

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